

# JCDecaux MetroBusTram

## Ratecard 2022 - Digital Metro

+/-# sides	160	160
Guaranteed impressions	4.850.000	9.750.000
Net rate basis 100	€ 36.763	€ 56.550
Taxes	€ 288	€ 576

Week	From	To	Index
1	04-01-22	10-01-22	95
2	11-01-22	17-01-22	100
3	18-01-22	24-01-22	100
4	25-01-22	31-01-22	100
5	01-02-22	07-02-22	100
6	08-02-22	14-02-22	100
7	15-02-22	21-02-22	100
8	22-02-22	28-02-22	100
9	01-03-22	07-03-22	95
10	08-03-22	14-03-22	105
11	15-03-22	21-03-22	105
12	22-03-22	28-03-22	105
13	29-03-22	04-04-22	105
14	05-04-22	11-04-22	95
15	12-04-22	18-04-22	95
16	19-04-22	25-04-22	100
17	26-04-22	02-05-22	100
18	03-05-22	09-05-22	105
19	10-05-22	16-05-22	105
20	17-05-22	23-05-22	105
21	24-05-22	30-05-22	105
22	31-05-22	06-06-22	100
23	07-06-22	13-06-22	100
24	14-06-22	20-06-22	100
25	21-06-22	27-06-22	100
26	28-06-22	04-07-22	90
27	05-07-22	11-07-22	90
28	12-07-22	18-07-22	80
29	19-07-22	25-07-22	80
30	26-07-22	01-08-22	80
31	02-08-22	08-08-22	80
32	09-08-22	15-08-22	80
33	16-08-22	22-08-22	80
34	23-08-22	29-08-22	100
35	30-08-22	05-09-22	110
36	06-09-22	12-09-22	110
37	13-09-22	19-09-22	110
38	20-09-22	26-09-22	110
39	27-09-22	03-10-22	100
40	04-10-22	10-10-22	100
41	11-10-22	17-10-22	100
42	18-10-22	24-10-22	100
43	25-10-22	31-10-22	100
44	01-11-22	07-11-22	100
45	08-11-22	14-11-22	95
46	15-11-22	21-11-22	105
47	22-11-22	28-11-22	105
48	29-11-22	05-12-22	120
49	06-12-22	12-12-22	120
50	13-12-22	19-12-22	120
51	20-12-22	26-12-22	120
52	27-12-22	02-01-23	95

34.925	53.723
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
34.925	53.723
38.601	59.378
38.601	59.378
38.601	59.378
38.601	59.378
34.925	53.723
34.925	53.723
36.763	56.550
36.763	56.550
36.763	56.550
38.601	59.378
38.601	59.378
38.601	59.378
38.601	59.378
36.763	56.550
36.763	56.550
36.763	56.550
33.087	50.895
33.087	50.895
29.410	45.240
29.410	45.240
29.410	45.240
29.410	45.240
29.410	45.240
29.410	45.240
29.410	45.240
29.410	45.240
36.763	56.550
40.439	62.205
40.439	62.205
40.439	62.205
40.439	62.205
36.763	56.550
36.763	56.550
36.763	56.550
36.763	56.550
34.925	53.723
38.601	59.378
38.601	59.378
44.116	67.860
44.116	67.860
44.116	67.860
44.116	67.860
34.925	53.723

Standard start day: Tuesday

Standard period: 7 days

Number of sides and screens are indicative

Upload cost : € 500 / spot for 1 version 2 languages

Viooh Dynamic Content technical cost: € 500 for standard application - other applications on demand

Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023 - all prices in €, excl. VAT & upload cost Taxes, administration costs, number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 25/11/2021 - replaces all former versions.

Creative copy shall be submitted to STIB-MIVB's approval

# JCDecaux MetroBusTram

## Ratecard 2022 - Metro Digital LED Montgomery

	1 month	3 months	6 months	1 year
Net Media Cost	13.393	39.390	78.780	141.804
Taxes	250	750	1.500	3.000

*Indicative Share of Time of 20%*

*Standard start day: Tuesday*

*Standard period: 1 month*

*Broadcasting hours per day: 19*

*Upload cost : € 100 / spot for 1 version 2 languages*

*Vioah Dynamic Content technical cost: € 500 for standard application - other applications on demand*

*Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023 – all prices in €, excl. VAT & upload cost.*

*Taxes, administration costs, number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 25/11/2021 – replaces all former versions.*

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# JCDecaux MetroBusTram

## Ratecard 2022 - JCD Bus & Trams

### SIDES BUS & TRAM

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Side 2m <sup>2</sup> / 118 x 175 cm	€ 178	€ 324
Side 3m / 65 x 300 cm	€ 146	€ 293
Side 4m / 65 x 400 cm	€ 159	€ 320
Side 4m <sup>2</sup> / 139 x 240 cm	€ 328	€ 497
Side 10m <sup>2</sup> / 340 x 275 cm	€ 555	€ 828
<b>Mega side Tram 3000</b>	-	<b>€ 3.500</b>
<b>Mega side Tram 4000</b>	-	<b>€ 3.500</b>
<b>Mega side Tram 4000 XL</b>	-	<b>€ 5.500</b>
Out of the box 4m <sup>2</sup>	€ 332	€ 497

**NEW!**

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Imperial 6m	-	€ 309
Full Imperial Tram 3000 / 4000	-	€ 464

### REAR BUS

	Net media cost per unit	Net media cost per unit
	14 days	28 days
Full rear window / 90 x 220 cm	€ 188	€ 375
Full back / 180 x 220 cm	€ 358	€ 535
Backside Banner / 60 x 150 cm	€ 181	€ 331

### FULL WRAP BUS, TRAM & METRO

	Net media cost per unit	Net media cost per unit	Net production cost per unit
	14 days	28 days	Laying & removal included
Tram 7700 -7800 -7900	-	€ 6.089	€ 9.640
Tram 2000	-	€ 7.925	€ 10.436
Tram 3000	-	€ 11.888	€ 14.024
Tram 4000	-	€ 15.464	€ 19.060
Bus (single)	-	€ 4.736	€ 6.836
Bus (articulated)	-	€ 6.186	€ 8.028
Bus (electrica/ 4 buses)	-	€ 16.480	€ 30.958
Metro*	-	€ 22.660	€ 30.640

Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023-- all prices in €, excl. VAT

Number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 25/11/2021 – replaces all former versions.

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# JCDecaux MetroBusTram

## Ratecard 2022 - JCD Metro Vertical 2m<sup>2</sup> Clusters

	Rates per cluster per week							
	Enlarged suburb areas				Brussels center + EU			
	North line	South line	West line	East line	Center 1	Center 2	Center 3	EU Center
Net media cost per week	€ 4.290	€ 3.674	€ 5.888	€ 4.334	€ 8.800	€ 8.800	€ 8.580	€ 5.060
Taxes per week	€ 144	€ 108	€ 137	€ 126	€ 144	€ 144	€ 144	€ 126

	metro stations							
	North line	South line	West line	East line	Center 1	Center 2	Center 3	EU Center
Albert					x			
Alma				x				
Anneessens					x	x		
Arts-Loi		x		x	x	x	x	x
Belgica	x							
Bizet			x					
Bockstael	x							
Botanique					x	x	x	
Bourse					x	x		
Céria			x					
Clémenceau						x		
Comte de Flandres	x							
Crainhem				x				
De Brouckère	x	x			x	x	x	x
Delacroix			x			x	x	
Delta		x						
Demey		x		x				
Eddy Merckx			x					
Erasme			x					
Etangs Noirs	x	x						
Gare centrale					x	x	x	
Gare de l'Ouest	x	x	x	x		x	x	x
Gare du Midi			x		x	x	x	x
Gare du Nord	x	x			x	x	x	
Gribaumont				x				
Hankar		x						
Herrman-Debroux		x						
Heysel	x							
Horta						x		
Hôtel des Monnaies					x		x	
Joséphine-Charlotte				x				x
La Roue			x					
Lemmonier					x	x		
Louise						x	x	
Madou								x
Maelbeek		x		x				x
Mérode		x		x		x		x
Montgomery				x		x		x
Parc					x	x	x	
Parvis St Gilles					x			
Pétillon		x						
Porte de Hal					x		x	
Porte de Namur							x	x
Ribaucourt	x							
Rogier	x				x		x	
Roi Baudouin	x							
Roodebeek		x		x				
Saint-Guidon	x		x					
Schuman		x		x				x
Simonis	x				x	x	x	x
Sainte-Catherine							x	
Stockel				x				
Thieffry		x		x				
Trône								x
Yser	x				x			
<b>Total faces</b>	<b>40</b>	<b>30</b>	<b>38</b>	<b>35</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>35</b>

Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023- all prices in €, excl. VAT  
period: 7 days

Standard

Number of sides and costs subject to modification. Selection value = media cost per price zone +15%. Version 25/11/2021 - replaces all former versions.  
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# JCDecaux MetroBusTram

## Ratecard 2022 - Metro Horizontal 2m<sup>2</sup>

	Net media cost	Taxes
1 side Horizontal	€ 172	€ 7,2

*Standard start day: Wednesday*

*Standard period: 14 days*

*Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023*

*Number of sides and costs subject to modification.*

*Selection value = media cost per price zone +15%.*

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# JCDecaux MetroBusTram

## Ratecard 2022 - Metro Vertical 2m<sup>2</sup>

# sides	Net media cost	Taxes
300	€ 45.907	€ 1.080

*Standard start day: Wednesday*

*Standard period: 7 days*

*Net rates : no agency commission applicable - Rates valid from 04/01/2022 to 02/01/2023*

*Number of sides and costs subject to modification.*

*Selection value = media cost per price zone +15%.*

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# JCDecaux MetroBusTram

## Ratecard 2022 - Metro Backlite Merode

Period	Net media cost	Taxes	Production Costs
28 days	€ 11.000	€ 253	€ 900
3 months	€ 27.000	€ 758	€ 900

Net rates : no commission agency applicable. All prices in €. Rates valid from 04/01/2022 to 02/01/2023

Standard period : 28 days

Production cost not included, on demand. Taxes subject to modification.

Selection value = media cost +15%

Latest update : 18/11/2021 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2022 - Metro Backlite Porte de Namur

	Net media cost	Taxes	Production Costs
28 days	€ 11.000	€ 253	€ 980
3 months	€ 27.000	€ 758	€ 980

Net rates : no commission agency applicable. All prices in €. Rates valid from 04/01/2022 to 02/01/2023

Standard period : 28 days

Production cost not included, on demand. Taxes subject to modification.

Selection value = media cost +15%

Version 25/11/2021 - replaces all former versions

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# JCDecaux MetroBusTram

## Ratecard 2022 - Inside banners Tram, Bus & Metro

Quantity	Net media cost/unit	
	14 days	28 days
1	€ 20	€ 23
145	€ 2.881	€ 3.362
290	€ 5.763	€ 6.723
580	€ 11.525	€ 13.446
850	€ 16.890	€ 19.705

Net production cost/unit	
H 21 x L 120 cm	H 15 x L 120 cm
€ 16	€ 16
€ 1.260	€ 901
€ 1.728	€ 1.205
€ 3.442	€ 1.916
€ 5.044	€ 2.807

*\*Innerrooftops are offered to the purchase of the full wrap of a vehicle (excl. production cost and taxes)*

*Net rates : no commission agency applicable. All prices in €. Rates valid from 04/01/2022 to 02/01/2023*

*Standard Period : 14 days*

*Production cost for 1 version 2 languages, cost for multiple versions on demand.*

*Selection value = media cost +15%*

*Version 25/11/2021 - replaces all former versions*

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